



“Say Hello”

Developmental Toy Range





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Explore the world through sensory play



East Coast Nursery have been a family-run company for 60 years, supplying an award-winning range of baby products.

The whole East Coast range is carefully designed in the UK; beautifully made and thoroughly tested to ensure you receive the best quality products for you and your baby. Our collection includes furniture, mattresses, highchairs, changing mats and developmental toys.

We're passionate about innovation, and in our unique partnership with Baby Sensory™, we've combined our expertise in baby products with their knowledge of and understanding of the way babies learn and grow, to create the "Say Hello" toy collection.



For your new world



Baby Sensory™ classes are a magical world of sensory learning, and a great way for babies and parents to have fun and learn together.

Baby Sensory™ offer classes from birth to 13 months, where parents and babies spend an hour singing, playing, relaxing, exploring and learning together. Baby Sensory™ classes are attended by first and second-time parents, grandparents, and over 35,000 babies each year. The programme has won multiple awards in the UK and worldwide since 2008.

This beautiful song was the inspiration for the toy collection, and the seven colourful characters can be found throughout the range. Some products even play the 'Say Hello' tune.

"Say Hello" toys are a wonderful way to stimulate your baby's senses, whether they are used alongside Baby Sensory™ classes, or just because you love them.

Every class starts with the 'Say Hello To The Sun' song, complete with simple handsigns that babies learn to copy. In the song, everyone says 'Hello!' to the sun, moon, corn, stars, rain, flowers, and friends.



The “Say Hello” range of intelligent toys was developed with Dr Lin Day of Baby Sensory™, and based on over 30 years of research into the way babies learn and develop. With her input at every stage, the range has been expertly designed to stimulate thinking, feeling and learning, and encourage healthy social-emotional development in babies and toddlers, by inspiring them to explore the world through sensory play.



Designed to encourage:



Dr Lin Day



SOCIAL-EMOTIONAL DEVELOPMENT

Friendly character toys help baby begin to learn important skills like making friends and understanding others' feelings.



MOVEMENT

Kicking, batting and reaching for toys will strengthen your baby's muscles, preparing them for crawling and walking.



CALMING & SLEEPING

Gentle movements of swaying toys, and sleepy-faced characters help baby learn to calm themselves and settle to sleep.



HAND-EYE COORDINATION

By exploring with their hands, grasping and batting, your baby develops their coordination for later skills like eating and writing.



THINKING & UNDERSTANDING

Objects that make a noise or change when played with will help your baby to understand that their actions affect their surroundings.



COMMUNICATION

Friendly characters and smiling faces encourage baby to babble and begin those first conversations, imitating adults' behaviour.



EXPLORING

Lay the foundations for your baby's big adventures with textures, sights and sounds to discover – sparking their curiosity.



ENGAGING THE SENSES

Sensory toys rich in sights, sounds, textures, smells and tastes stimulate brain growth and build a strong foundation for future learning.



CREATIVITY

Features and characters that encourage imaginative play let your baby use their creativity for problem solving and role-playing.



CONFIDENCE

Touching, shaking, pushing and rolling objects will teach your baby about the way they can influence the world around them.



TUMMY TIME

One of the most important activities for small babies, to strengthen muscles, encourage head lifting and prepare them for crawling.



4-in-1 Discovery World

- * Delightful multi-sensory gym converts through four modes of use: play gym, tummy time mat, crawling tunnel and play mat
- * Supportive tummy time cushion
- * Removable arches and adjustable side panels with peek-a-boo window
- * Musical - plays the original Baby Sensory™ tunes, 'Say Hello To The Sun' and 'To And Fro'
- * Bright colours, enchanting lights and baby-safe mirrors for visual stimulation
- * Five removable hanging toys, and detachable comforter with teether

0m+

Code: 7941



*Plays two original
Baby Sensory™ tunes*



Two stimulating sides to explore

Friends Double-sided Activity Mat

- * Double-sided mat for twice the fun!
- * High-contrast side features a stimulating black, white and red print with bold shapes
- * Colourful side features friendly characters and engaging activities
- * Features two baby-safe mirrors, rainbow ribbons, and peek-a-boo flap for visual stimulation
- * Cloud teether feels good on sore gums, while a variety of textured fabrics and crinkles encourage exploration
- * Large mat allows two babies to play together (approx 145 x 95 cm)

0m+

Code: 7945



Patchwork Activity Mat

- * Soft quilted mat is perfect for indoor or outdoor play
- * Colourful print features friendly characters and fascinating patterns
- * Features a baby-safe mirror, rainbow ribbons, and peek-a-boo flap for visual stimulation
- * Star teether feels good on sore gums
- * Large mat allows two babies to play together (approx 145 x 95 cm)



0m+

Code: 7939



“Say Hello” To Tummy Time

- * Soft padded mat for comfortable play
- * Moon-shaped cushion provides gentle tummy time support
- * Textured flower teether feels good on sore gums
- * Shiny fabric and fascinating patterns
- * Musical star - squeeze to play part of the ‘Say Hello To The Sun’ tune
- * Features a baby-safe mirror, rainbow ribbons, and peek-a-boo flap for visual stimulation

0m+

Code: 8367



Soft tummy time cushion



Stroller Book

- * Eight pages of sensory fun
- * Attaches easily to the stroller for fun on the go!
- * Features bright colours, soft fabrics and friendly characters
- * Fascinating patterns and a baby-safe mirror for visual stimulation
- * Pull and stick raindrops and peek-a-boo flap improve coordination
- * Two teething corners

0m+

Code: 7927



Delightful surprises on every page



*Stargazing jingly fun
to help you find your feet*

Wrist & Ankle Rattles

- * Cute rattles feature bright colours, soft fabrics and friendly characters
- * Easy-fit on either wrist or ankle
- * Fun, jingle sounds encourage movement and teach cause and effect
- * Comfortable bands with soft fastenings

0m+

Code: 7929



*Plays the
'Say Hello To The Sun' tune*

Starry Sky Cot Mobile

- * Wind-up mobile plays the original Baby Sensory™ tune
- * Sleepy moon and shiny stars
- * Baby-safe mirrors
- * Slow, calming movement
- * Restful colours with rainbow ribbons
- * Encourages baby to sleep on their back

0m+

Code: 8365



Tummy Time Discovery Toy

- * Supportive tummy time roll is perfect for propping up or pushing along
- * Features bright colours, soft fabrics and friendly characters
- * Fascinating patterns and a baby-safe mirror for visual stimulation
- * A variety of textures, crinkles, and peek-a-boo flaps to discover
- * Musical moon - squeeze to play part of the 'Say Hello To The Sun' tune
- * Star and ring teethingers feel good on sore gums

0m+

Code: 7938



*Perfect for encouraging
tummy time play*



Explore a world of sensory fun

Activity Spiral

- * Attaches easily to stroller, cot or car seat
- * Fascinating patterns and textures, with friendly characters
- * Entertaining squeak and rattle
- * Happy sun baby-safe mirror
- * Cloud teether feels good on sore gums

0m+

Code: 7943



Car Activity Centre

- * Attaches easily to most car headrests
- * Moving toys encourage baby to focus, strengthening eye muscles
- * Fascinating patterns and bright colours, with friendly characters
- * Dancing raindrops and two baby-safe mirrors for visual stimulation



0m+

Code: 7944



Sensory fun out and about

Happy Adventures Stroller Arch

- * Soft, flexible arch
- * Adjustable clamps to attach easily to prams and strollers
- * Sounds and textures to discover
- * Rattle flower, silver star crinkle, and cloud with dancing raindrops
- * Shiny yellow baby-safe sun mirror
- * Two extra loops to attach another favourite travel toy
- * Appealing colours, interesting patterns and rainbow ribbons

0m+

Code: 8369



Cloud Stroller Toy

- * Pull-cord makes the toy jump and jiggle
- * Features bright colours, soft fabrics and friendly cloud character
- * Fascinating patterns and dancing raindrops for visual stimulation
- * Textured teether feels good on sore gums



0m+

Code: 7926



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To listen to the original Baby Sensory™ song,
'Say Hello To The Sun', scan here:



We'd like to say a big thank you to our
friends at Toby Tiger for the use of their
gorgeous colourful clothing in our photos
and videos.

All the pushchairs and car seats featured in
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